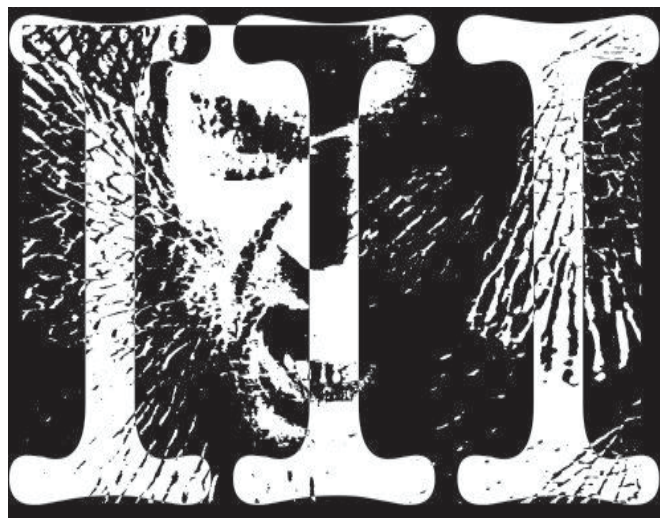


# Online Media Company Launches Interactive Web Show



## HISTORY

Left of Center Inc. is a start-up online production company focusing on creating exclusive content for the web. Although originally founded in July of 2001, the company recently underwent an organizational change, cultural change, and a change in business model. Left of Center was re-launched, in the fall of 2008 with a new brand, new image, and new focus. Therefore Left of Center's primary goal is to establish itself in a new market by developing a loyal following around each of its web-based series.



## CHALLENGE

As a relatively young company, Left of Center had a very limited marketing budget. RPM was contracted to create and execute an elaborate social media campaign for Left of Center's first web series, 3 Days Dead ([www.3daysdead.com](http://www.3daysdead.com)) However, since the production company was not yet established in the online space, RPM realized that it could not leverage the Left of Center brand but rather needed to support the web series as a separate, autonomous, entity.

## SOLUTION

RPM's solution was to create an atmosphere around the show that blended reality and fiction. As a result, RPM utilized already existing social media platforms such as Twitter, Facebook, and MySpace. Each character within the show was created a profile and consistently posted updates. As a result, "real" individuals began to friend and follow the status of the main characters as well. Each character, in turn, connected with the other only increasing the viral web. In addition RPM also supported the show by creating a fan page of Facebook. Finally, RPM was also responsible for driving traffic to the site and therefore needed to organically increase SEO rankings. In order to accomplish this, RPM again utilized the tools already available, video sharing sites. RPM consistently posted clips from the new show on Yahoo Video, You Tube, Vimeo, Rever, BlipTV, MSN Video, etc. This drove up search rankings on those sites which consequently boosted rankings on search engines.

## CASE STUDY

---

### RESULTS

- Each Twitter profile has an average of 10 followers a day.
- Each Facebook profile has an average of 75 friends.
- 3 Days Dead's fan page has 201 followers
- [www.3daysdead.com](http://www.3daysdead.com) was listed in first page Google rankings.
- Traffic to the 3 Days Dead website increased 21%

### ABOUT RPM

Radix Promotions and Marketing (RPM) is a full-service branding and integrated marketing communications agency that serves business-to-business and business-to-consumer clients. The Agency's core deliverables are brand/business strategy, outstanding creativity and innovation delivered across an integrated, multi-channel marketing communications mix—underscored by a focus on achieving the metrics that move our clients' businesses.

For more information on how RPM can surpass your expectations contact a member of our sales team at 800-505-9503.